

# SHAMBHAVI SINGH



## Profile

Versatile Team Lead for communications, backed by a solid foundation in digital marketing, strategic content planning, and team management in the ed-tech sector. With a Master's in Advertising & PR and a BSc in Electronic Media, I specialize in elevating brand engagement through creative social media campaigns, compelling content creation, and informed, data-driven strategies. Looking for a role that leverages my abilities to craft engaging content, communicate effectively, and drive organizational growth and success.

## Work Experience

### **Toprankers, Bhopal**



#### **Team Lead Communications**

- June 2023**  
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**Present**
- Spearheaded the Instagram growth strategy, achieving a milestone of **10k followers in six months**.
  - Authored a LinkedIn newsletter, rapidly gaining 900 subscribers in two months, through compelling content centered around career counseling and industry trends.
  - Revolutionized email marketing strategies, elevating the open rate from 0 to 24%, thereby achieving the **highest engagement rate** in the company history.
  - Orchestrated a major event across 19 cities, serving as the central communication figure, ensuring cohesive and effective messaging.
  - Directed multi-channel content creation to strengthen community engagement and loyalty.
  - Utilized analytics to refine and tailor content strategies, leading to increased engagement and audience growth.
  - Regularly analyzed performance metrics to guide strategic adjustments and optimize content delivery.

**May 2022**  
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**May 2023**

### **Orange Owl, Bhopal**

#### **Social Media Manager & Design Executive.**

- Orchestrated successful social media campaigns and managed influencers with over 100k Instagram followers.
- Played a key role in influencer management for the company's founder, a TEDx speaker, significantly extending campaign reach and impact.
- Collaborated with NIFT Bhopal on a comprehensive 100-page placement brochure, showcasing a wide range of design skills.
- Designed coursebooks for week-long sessions held at prestigious institutions such as IIM Udaipur and Shri Balaji University, Pune.

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 Lucknow, Uttar Pradesh

## Education

### **Masters in Advertising & PR** **Jagran Lakecity University, Bhopal**

July 2021- July 2023

### **B.Sc. in Electronic Media** **Makhanlal Chaturvedi National University** **of Journalism and Communication**

April 2018- April 2021

## Skills

- Social Media Strategy & Management
- Content Creation & Digital Marketing
- Leadership and Team Management
- SEO and Content Marketing
- Analytical Skills
- Project Management
- Communication
- Critical Thinking
- Influencer Management & Collaboration
- Community Engagement
- Written and Spoken English
- Microsoft Office Suite
- Microsoft Excel
- Email Marketing & Audience Engagement
- Canva, inShot, PicsArt
- Event Planning & Coordination

## Languages

English

Hindi